



# New Dental Patient Facebook Promotion

The Smartest Facebook Marketing Strategy to Drive New Patients to Your Office



Get in front of **75,000 to 250,000+** people in your local market & drive hundreds of new patient appointments to your dental office!

## *How Does it Work?*

We set up a sponsored ad on Facebook with unique art creative and a massive call to action that will reach 75k-250k+ unique individuals. Our highly-trained live messaging center department will then tirelessly answer leads from 7AM to 11PM scheduling appointments for your dental office! With one 14-day promotion, our dental clients are seeing an additional 60-120+ new patients!

## *What Does it Include?*

1. Customized Facebook Event Page
2. Customized Sales Event Ads
3. Live BDC Messaging Center Setting Appointments
4. Prompt Engagement with Customers
5. Ad Boosts to Unique Locals
6. Live Google Appointment Calendar & Appointment Confirmation
7. Promotion Report



# Facebook Promotion Process

**Customized Facebook Event Page:** We build a Facebook Event Page for your office – separate from your main Facebook page. The event will run for *7 to 14 days* and will reach *75,000-250,000 unique customers* in your area. Age range criteria is available.

**Customized Sales Event Ad:** We post two Ads that feature your dentist office services. Each of the ads is designed to generate customers to set an appointment to come into your office for service.

**Live BDC Messaging Center Setting Appointments:** Our trained *Live BDC Agents* work *7 days per week from 7 am – 11 pm*. Their objective is to converse with potential customers and set appointments. Every appointment is tracked on a *live calendar* which you can access at any time. We can also connect these appointments to your dental office CRM system.

**Prompt Engagement with Customers:** The key to our success is *immediate engagement* with each customer. Our trained live BDC agents reply to Facebook Ad comments and convert the conversation to Direct Messages. The BDC agent sets the appointments and sends the customer a link to complete the survey process. The survey will ask for the customer's first name, last name, phone number, email, and address. The customer will receive a *VIP Appointment Voucher* after scheduling an appointment.

**Ad Boosts to Unique Locals:** Depending on which Level you choose we can reach between 75,000 and 250,000 consumers that are actively on Facebook. Our campaigns generate between *150 and 450 active leads* resulting in between *60-120+ appointments*.

**Live Google Appointment Calendar & Appointment Confirmation:** Each appointment is added to your *Google Calendar* with each customer's appointment date, time, and information. Appointments are also emailed to your staff for follow-up or sent directly to your CRM System. Your job is to confirm the appointment & turn that lead into a paying customer. How you handle the appointment will determine the success of the event.

**Promotion Report:** Reporting is available and our team will monitor your promotion daily, making any adjustments to ensure we maximize the number of *qualified appointments*.

*Contact Us for More Information OR to Get Started Today!*

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